

# NielsenIQ Brandbank

## Hellmann's Real Mayonnaise 10L



### EAN

5014598223036

### Target market(s)

GB, IE

## Components

### Ingredients

Rapeseed Oil (78%)  
Water  
Pasteurised Free Range EGG and EGG Yolk (8.9%)  
Spirit Vinegar  
Sugar  
Salt  
Lemon Juice  
Antioxidant (Calcium Disodium EDTA)  
Flavouring  
Paprika Extract

### Nutrition

	Typical Values Per 100g As Sold
Energy	2986 kJ / 714 kcal
Fat	79.0 g
of which saturates	6.2 g
Carbohydrate	1.4 g
of which sugars	1.3 g
Protein	1.2 g
Salt	1.2 g
Omega 3	7.2 g

### Calculated Nutrition

	per 100g
Energy (kJ)	2986
Energy (kcal)	714
Fat (g)	79
of which saturates (g)	6.2
Carbohydrate (g)	1.4
of which sugars (g)	1.3
Protein (g)	1.2
Salt (g)	1.2
Omega 3 (g)	7.2

## Product Description

### Brand

Hellmann's

### Features

100% free range eggs  
Committed to using free range eggs and sustainably sourced oils  
Gluten free  
European Vegetarian Union

### Standardised Brand

Brand - Hellmann's

### Regulated Product Name

Real Mayonnaise

## Marketing

### Company Name

Unilever Food Solutions

### Company Address

Unilever UK,  
Freepost ADM 3940,  
London,  
SW1A 1YR.

Unilever Ireland,  
20 Riverwalk,  
Citywest Business Campus,  
Dublin 24.

### Third Party Logos

- V-Label (European Vegetarian Union)

### Product Marketing

Nation's favourite mayonnaise\*

\*Based on Nielsen Retail Grocery Value Sales

### Brand Marketing

Blue ribbon standard since 1913  
In 1913, Richard Hellmann opened his New York deli.  
It was in this deli where he crafted his unique, creamy mayonnaise.  
He tied a blue ribbon around his best recipe, and today the ribbon is still used as our mark of quality.  
Richard Hellmann

### Manufacturer Marketing

By Appointment to Her Majesty The Queen Manufacturers of Food and Household Products Unilever UK Limited,  
Leatherhead, Surrey, KT22 7GR

### Further Description

We're on the side of food.  
Find out more at [www.ufs.com/hellmanns](http://www.ufs.com/hellmanns)

### Trademark Information

Hellmann's, Unilever Food Solutions, Unilever and the U device are registered trademarks.

### Third Party Logo Other Text

V-Label.EU - European Vegetarian Union

## Health & Lifestyle

### Lifestyle

- Suitable for Vegetarians

### Allergy Advice

Eggs - Contains  
Gluten - Free From

## Storage & Usage

### Storage and Usage Statements

- Do Not Freeze

### Storage Type

#### Type

Ambient

### Storage

Refrigerate after opening and use within 3 months.

Do not freeze.

Best Before End date: see top edge of bucket

## Brandbank Captured Pack Data

### Pack Size

10L

### Numeric Size

Numeric Size - 10

### Pack Type

Type - Unspecified Pack

## Customer Services

### Manufacturers Address

Unilever Food Solutions,  
Unilever UK,  
Freepost ADM 3940,  
London,  
SW1A 1YR.

Unilever Food Solutions,  
Unilever Ireland,  
20 Riverwalk,  
Citywest Business Campus,  
Dublin 24.

### Telephone Helpline

UK: 0800 783 3728

IRL: 1850 789 289

### Web Address

[www.ufs.com](http://www.ufs.com)

## Extended Data

### Description Breakdown

Functional Name - Mayonnaise

Variant - Real



**Mayonnaise**

**10L**